

**SYSTEM AND METHOD FOR ADAPTIVELY SELECTING AND DELIVERING
RECOMMENDATIONS TO A REQUESTER**

Abstract of the Disclosure

5 A system and method for employing a number of producer modules to produce and deliver recommendations to a requester. Each of the recommendations having associated therewith a confidence level. Each of the producer modules having associated therewith a weighting value. The confidence levels in each of the recommendations produced by the
10 producers being modified based on weighting value associated with the producer that produced the produced recommendation. The weighing values associated with each of the producer modules being modified based on information from the requester related to the recommendations delivered to the requester.

15